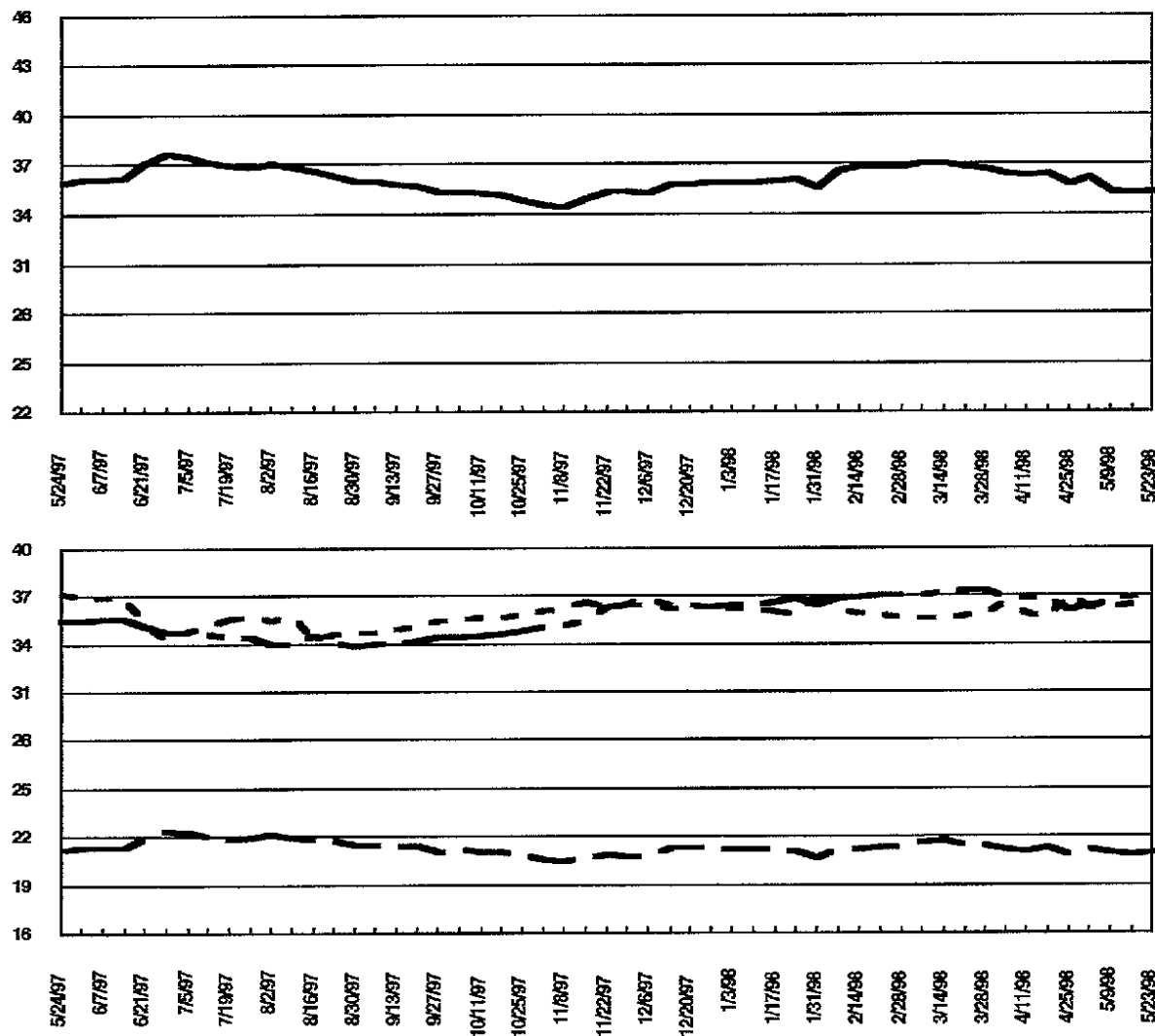
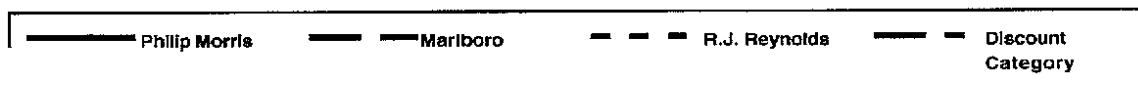


FOOD LION (J. Mortensen) THROUGH W/E 5/23/98



| | 26 WK | 13 WK | FY 97 | YTD 98 | DIFF |
|----------------|--------|--------|--------|--------|--------|
| Philip Morris | 36.10 | 35.35 | 36.35 | 35.85 | -0.50 |
| Marlboro | 21.10 | 20.94 | 21.48 | 20.90 | -0.58 |
| OPB | 7.99 | 8.02 | 7.43 | 7.98 | 0.55 |
| Basic | 4.81 | 4.32 | 4.97 | 4.82 | -0.15 |
| R. J. Reynolds | 36.30 | 36.89 | 35.32 | 36.66 | 1.34 |
| Camel | 2.83 | 3.02 | 3.04 | 2.86 | -0.18 |
| Winston | 9.32 | 9.46 | 9.34 | 9.54 | 0.20 |
| Doral | 9.74 | 10.42 | 8.11 | 10.05 | 1.94 |
| B&W | 18.82 | 18.96 | 19.46 | 18.69 | -0.77 |
| GPC | 7.22 | 7.01 | 7.94 | 7.06 | -0.88 |
| Lorillard | 6.51 | 6.60 | 6.44 | 6.55 | 0.11 |
| Newport | 4.66 | 4.77 | 4.27 | 4.72 | 0.45 |
| Liggett Group | 0.41 | 0.40 | 0.50 | 0.41 | -0.09 |
| Premium | 63.25 | 63.52 | 64.67 | 63.19 | -1.48 |
| Private Label | 5.53 | 5.43 | 4.51 | 5.50 | 0.99 |
| Avg Ind CPW | 410.97 | 415.03 | 424.31 | 414.06 | -10.25 |
| Avg PM CPW | 148.37 | 146.73 | 154.24 | 148.44 | -5.81 |
| Avg Marl CPW | 86.73 | 86.92 | 91.15 | 86.55 | -4.60 |
| # of Stores | 978 | 978 | 972 | 978 | 6 |



Source: STARS Store Level Data

Leadership Accounts Package

2071850342